Intro to video marketing

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LECTURE SUMMARY

Covered in this lecture:

Why use video?

- **Video is becoming more and more popular across all online platforms**
- **Video is a more efficient way of getting more information across in less time, and people are more likely to engage with video content**
- Video marketing comes in a lot of different forms, like ads, explainer videos, walkthroughs, and more
- We'll cover the basics of video strategy and the stages of producing video content: pre-production, production, and post-production

Do you need video?

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LECTURE SUMMARY

Covered in this lecture:

How to know if video works for you

- Not every business can benefit from producing video content - for some people, it doesn't make sense
- Creating a video requires more effort than writing an article
- Video is better at catching people's attention, that's why a lot of business are starting to try it out
- **Adding a video to your page its SEO value, and it improves conversions by 70%-80%**
- If you have a product, you can usually benefit from creating a video of how it works
- In order to figure out if video could work for you, answer these questions:
  - Would it be easier for your audience to read your content rather than watch it in a video?
  - Can you afford the cost of producing videos?
  - Can you deliver the value you want by using video?
  - Do you have the time to produce the type of videos you want?
  - Who is your audience? Does your audience consume video? (Younger audiences are more likely to prefer video)

Common types of videos

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LECTURE SUMMARY

Covered in this lecture:

Types of videos you can create

- **#1 Ads**

  - these are videos that promote something
  - people don't usually choose to watch them, they show up randomly at the beginning, in the middle, or at the end of whatever they did choose to watch
  - they have to be short (30-60 seconds)

- **Ads are the most effective when they follow the AIDA model:**

  - Attention - you have to catch people's attention in the first few seconds
  - Interest - you make them aware of the product/service
  - Desire - you make people want the product by showing its value, benefits, how it's a solution to the viewer's problems, etc.
  - Action - tell the viewer what they have to do to get the product/service

- Ads work best when they're shown to the right audience

- **#2 Explainer videos**

  - they're created to answer questions or show how something works

- they’re usually 2-3 minutes long
- the AIDA formula also works here
- some companies write blog posts but also create a video explaining the same information

- **#3 Product demos**

  - in these videos you show off your product and its most important features
  - it presents the benefits of using it and how it solves a problem or makes the customer’s life easier
  - they’re usually longer than an explainer video
  - you can make a separate video that presents each feature

- **#4 Customer testimonials**

  - you bring in a customer or go to their business and film a video explaining how they used your product and how it helped them
  - they should probably be around 3-5 minutes
  - video testimonials are more efficient than written testimonials and they make potential customers trust you more

- **#5 Walkthroughs**

  - they’re the more in-depth version of product demos
  - you take each product feature and explain it step by step
  - they’re helpful when you have a more complex product
  - you can use them to increase people’s engagement or encourage them to try new features

- Ads need to have the highest production quality, while walkthroughs are usually just screencasts with your voice in the background

- **#6 Frequently Asked Questions**

  - you film a video where you answer the more frequent questions you get about your product
  - this is usually targeting people who already bought your product

Using video to reach specific goals

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LECTURE SUMMARY

Covered in this lecture:

Considering your goals

- Each type of video you create will help you achieve different goals
- The general goals you need to have in mind:

- **#1 Building brand awareness**

  - you have to make videos that are interesting and that people will want to share
  - aim for short and powerful, professional looking videos

- **#2 Increasing engagement**

  - conversational videos are good for generating comments
  - you have to deliver more value and focus less on advertising your stuff

- **#3 Generating conversions**

  - if you want to increase the number of subscribers on your YouTube channel, just ask people to subscribe at the end of each video
  - if you want people to purchase something, make a video that shows the product and present its benefits, then tell them how to get it

The 3 phases of video projects

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LECTURE SUMMARY

Covered in this lecture:

The video creation process

- The are 3 main phases you go through when creating a video:

- **#1 Pre-production**

  - preparation & research
  - writing the storyboard or script
  - deciding what equipment to use and who will be in the video

- **#2 Production**

  - shooting the actual footage
  - setting up lights and microphones

- **#3 Post-production**

  - using a video editing software to create the final product
  - adding text, graphics, & other types of media to the video